

CASE STUDY

HOTEL + LEISURE



MARKETING AND DISPOSAL OF THE BULKELEY HOTEL

PROJECT SUMMARY

Graham + Sibbald were instructed to act on behalf of Rhoburt Limited to market the 43-bedroom Bulkeley Hotel by way of a comprehensive open marketing campaign.

TEAM

Hotel + Leisure Manchester

LOCATION

The Bulkeley Hotel,
19 Castle Street,
Beaumaris,
Isle of Anglesey,
North Wales, LL58 8AW

DATES

April 2026

CLIENT

Rhoburt Limited

SUMMARY

Graham + Sibbald's Hotel + Leisure team, led by Martin Davis, were instructed to act on behalf of the Directors of Rhoburt Limited to market and dispose of the Bulkeley Hotel by way of a comprehensive open marketing campaign through to a successful conclusion.





WHY G+S

If you are looking to purchase a business, then our dedicated Hotel + Leisure team can help you find the best options that will meet your strategic needs and budget. If you have a business or part of a business that you are looking to sell, we can help you maximise the worth of your assets and optimise your returns.

We are recognised as one of the leaders in this field across the UK. We work across a range of business types and sectors, but have particular expertise in the Hotel, Licensed and Leisure sector. As a result, we are retained by many of the UK's leading hospitality and leisure groups to manage the sales and disposal of their business portfolios.

Nationwide, Local-wise



THE OPPORTUNITY

The 43-bedroom iconic hotel is prominently located on the seafront in the historic town of Beaumaris on the Isle of Anglesey. The impressive Grade I listed property is a landmark within the North Wales hospitality landscape. Originally built in 1832 as a Georgian showpiece by Sir Richard Bulkeley, the hotel was commissioned to host the 13-year-old Princess Victoria during her visit to the Royal Beaumaris Eisteddfod and Regatta.

The 43-bedroom Bulkeley Hotel has long been a cherished fixture within the local community and the wider tourism offering of North Wales.

APPROACH

Having owned and operated the hotel for more than 35 years our clients decided that the time had come for them to retire, and having known Martin Davis for many years, they instructed him to identify suitable potential applicants for their hotel.

Following an initial period of low-key marketing our clients decided to offer the hotel by way of a full open marketing campaign. As a result of this exercise, the hotel was introduced to a number of experienced hotel owners and operators from across the UK.

Following receipt of several offers, the successful party's proposal was accepted. Upon agreeing a deal, we worked with both parties together with their solicitors to agree the basis of the transaction and helped to overcome a number of issues during the due diligence process to see the transaction through to a successful conclusion.



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